

**AGRICULTURE, TOURISM AND PLANNING/  
LAND DIVISION COMMITTEE**

**A G E N D A**

**THURSDAY, OCTOBER 16, 2008 AT 9:30 A.M.**

- Call to order
  - Acknowledgement of any Pecuniary Interest
- 

<b>9:30 – 11: 00</b>	<b>ATP</b>
<b>11:00 – 12:30</b>	<b>SOCIAL SERVICES AND HOMES</b>
<b>12:30 – 1:15</b>	<b>LUNCH (on site)</b>
<b>1:15 – 2:30</b>	<b>TOUR OF LINDSAY TRACT</b>

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**DELEGATION:**        **10:00 a.m.**     **Mr. Jim Dymont of Meridian Planning – Re: 50 Acre Farm Lot Study**

**1.       ACTION ITEMS - PLANNING ACT APPROVALS**

- 1.1     South Bruce Official Plan Amendment No. 4-08.01 (*attached*)
- 1.2     Huron Kinloss Official Plan Amendment No. 16-08.16 (*attached*)
- 1.3     Boundary Modification – Hamlet of Eden Grove (*attached*)

**2.       ACTION ITEMS - ADMINISTRATIVE, POLICY OR OTHER MATTERS**

- 2.1     Tourism Staff Report – Funding Request from Tobermory Chamber of Commerce (*attached*)
- 2.2     Ontario Market Infrastructure Fund (OMIF) Application

**3.       ACTION ITEMS - RESOLUTIONS/CORRESPONDENCE REFERRED BY COUNTY COUNCIL**

**4.       INFORMATION ITEMS**

- 4.1     Premier Ranked Tourism (*attached*)
- 4.2     Information Provider Workshop for Council (*attached*)
- 4.3     Grey-Bruce Regional Economic Development Partnership (*attached*)

**5.       ADJOURNMENT**

**MAP TO LINDSAY TRACT IS ATTACHED**

# Location of Lindsay Tract



**Lindsay Tract**  
4025 Highway 6



## Northern Bruce County

Ontario, Canada

### Map Legend

- Provincial Highway
- County Road
- Municipal or Other Road
- Ferry Connection
- Former Township Boundary
- Bruce County Forest Tract
- National Park
- Body of Water
- Wetland Area

0 0.5 1 2 3 4 5  
Kilometers

Map Projection: Universal Transverse Mercator (Zone 17)  
North American Datum 1983



**PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT  
DIRECTOR'S REPORT**

October 16, 2008

**1. ACTION ITEMS - PLANNING ACT APPROVALS**

**1.1 South Bruce Official Plan Amendment No. 4-08.01 – Mary Beth and Don Fischer c/o John Metcalfe**, Part Lot 24, Concession 'D', Geographic Township of Carrick, Municipality of South Bruce.

The purpose of the application is to redesignate lands the subject lands from 'Highway Commercial' to 'Industrial' and 'Residential' to permit the establishment of a transport truck storage facility for personal use and enlarge an existing lot.

Bruce County has been delegated the authority, from the Minister of Municipal Affairs and Housing, to approve amendments to Local Official Plans.

The amendment is consistent with the Provincial Policy Statement, maintains the goals and objectives of the Bruce County Official Plan, and the Municipality of South Bruce Local Official Plan.

**Recommendation:** *That the ATP Committee, by resolution, APPROVE the Municipality of South Bruce Official Plan Amendment No. 4 for lands described Part Lot 24, Concession 'D', geographic Township of Carrick, Municipality of South Bruce; and,*

*THAT the Director of Planning be authorized to sign the appropriate approval / decision sheet on behalf of the Committee.*

**1.2 Huron-Kinloss Official Plan Amendment No. 16-08.016 – Thompson Feed & Supply Ltd. c/o Rob and Todd Thompson**, Lot 15, Queen N/S, Concession 8 (being Parts 1 and 3 on RP 3R-4688), Geographic Village of Ripley, Township of Huron-Kinloss.

The purpose of the application is to redesignate a portion of the subject lands from 'Industrial' to 'Residential' with the remaining lands to be designated 'Industrial' to permit medium-density, multiple residential uses.

Bruce County has been delegated the authority, from the Minister of Municipal Affairs and Housing, to approve amendments to Local Official Plans.

The amendment is consistent with the Provincial Policy Statement, maintains the goals and objectives of the Bruce County Official Plan, and the Huron-Kinloss Local Official Plan.

**Recommendation:** *That the ATP Committee, by resolution, APPROVE the Township of Huron-Kinloss Local Official Plan Amendment No. 16 for lands described Lot 15, Queen N/S, Concession 8 (being Parts 1 and 3 on RP 3R-4688), geographic Village of Ripley, Township of Huron-Kinloss; and,*

*THAT the Director of Planning be authorized to sign the appropriate approval / decision sheet on behalf of the Committee.*

### **1.3 Boundary Modification for the Hamlet of Eden Grove, Municipality of Brockton**

The Approval Authority of the County of Bruce Planning and Economic Development Department has received a request to create two residential lots, which will be outside of the proposed Hamlet boundary, as per County of Bruce Official Plan Amendment # 99 and # 116.

Ministry of Municipal Affairs and Housing, upon receipt of the Notice of Passage for the Zoning By-Law Amendment for the subject lands, indicated that two of the proposed residential lots to be created were not within the proposed boundary for Eden Grove. They have also commented that there is a mapping error in the current County of Bruce Official Plan – Schedule 'A' – Land Use regarding the location of Eden Grove. (Eden Grove is not located in the appropriate location). The Ministry has requested that the location of the Hamlet be corrected and the boundary be modified to include these two proposed lots.

**Recommendation:** *That the ATP Committee recommend to Bruce County Council that the Ministry of Municipal Affairs and Housing modify the boundary of the Hamlet of Eden Grove as a part of BCOPA # 99, as per the attached Schedule 'A'.*

## **2. ACTION ITEMS - ADMINISTRATIVE, POLICY OR OTHER MATTERS**

### **2.1 Funding Request from Tobermory Chamber of Commerce**

Back in April of this year, Kent Wilkens, President of the Tobermory Chamber of Commerce submitted a request to the County of Bruce and the Ministry of Tourism for \$10,000 each to help fund tourism visitor service delivery within Tobermory.

Mr. Wilken's business case is built upon the fact that Tobermory serves as a 'Gateway' to the County and both Southern and Northern Ontario for vacationers. The current Tobermory Information Centre already handles on average 55,000 people per year with some staffing challenges. In Mr. Wilken's proposal, he also mentions the significant lack of communication with travelers via the ChiCheeMaun Ferry Terminal due to lack of staffing resources. He estimates another 55,000 people could be assisted if the Centre was properly staffed.

A detailed staff report is attached to the Director's report that provides some possible options to deal with this request. Chris Hughes shall additionally be making a verbal presentation of the options at the October ATP.

As the Committee shall see from the report, many of the options provided represent a major departure from the way our Department currently does business. If we do decide to get involved in funding tourism information services, the budget implications will be long term. As such, we do not recommend that a final decision be made at the October ATP.

**Recommendation:** *That the staff report, together with possible options, be tabled and brought back for further discussion at the November ATP.*

## **2.2 Ontario Market Infrastructure Fund (OMIF) Application**

The Ontario Market Investment Fund is a \$12-million, four-year, fund announced in the 2008 Ontario Budget and is targeted to promote consumer awareness of Ontario-produced foods and encourages Ontario to buy locally. The Ontario Market Investment Fund is designed to improve consumer access to locally produced foods by supporting industry and local food network marketing and co-ordination efforts.

The Planning Department, together with the Grey-Bruce Local Food Project Co-ordinator [Freeman Boyd], and the County of Grey, have put together a joint application to the Fund for a Project to be completed in 2009.

The Draft Budget for the Project is \$70,000.00 for one year (Jan – Dec 2009). The Province of Ontario /OMIF may fund up to 50% of eligible project costs [\$35,000] with \$30,000.00 to come from the two counties and the remaining \$5,000.00 to come from interested partners and supporters.

The \$30,000.00 has already been budgeted for by both Counties in support of the Local Food Project. We have received strong indications from our potential partners that the remaining \$5000.00 is achievable.

OMIF is an opportunity to leverage our existing funds with matching dollars from the Province with no risk. If we are not successful with an OMIF application, the Local Food Project will still be able to continue into 2009 utilizing the \$30,000.00 budgeted albeit for a shorter period of time and at a significantly reduced level of community involvement.

**Recommendation:** *That the County of Bruce submit a joint application with the County of Grey and other partners to the Ontario Market Infrastructure Fund with \$30,000.00 to be allocated from the 2008/09 Local Food Project budget and that the ATP Committee chair and the Director of the Planning and Economic Development Department be authorized to sign and submit the application as required.*

## **3. ACTION ITEMS – RESOLUTIONS/CORRESPONDENCE REFERRED BY COUNTY**

None Referred

## **4. INFORMATION ITEMS**

### **4.1 Premier Ranked Tourism Report**

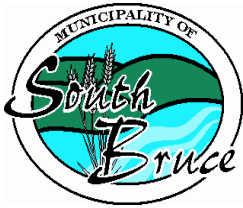
Report to be tabled for discussion at the November 20<sup>th</sup> ATP meeting.

### **4.2 Information Provider Workshop for Council**

### **4.3 Grey-Bruce Regional Economic Development Partnership**

## **5. ADJOURNMENT**





**County of Bruce  
Planning & Economic Development Department  
Planning Report**

**Application:** Official Plan Amendment  
**File No.:** SBOPA #4-08.01  
**Date:** October 16, 2008



**SUBJECT:** Approval of Municipality of South Bruce Local Official Plan Amendment

**REASONS FOR AND NATURE OF THE APPLICATION:**

The purpose of the Official Plan Amendment is to re-designate the subject lands from 'Highway Commercial' to 'Industrial' and 'Residential' to permit the establishment of a transport truck storage facility for personal use and enlarge an existing lot.

**SUMMARY:** Bruce County Council has been delegated the authority, from the Minister of Municipal Affairs and Housing, to approve amendments to Local Official Plans. The Council of the Municipality of South Bruce adopted Local Official Plan Amendment No. 4 on September 16, 2008. The Amendment has been forwarded to County Council for final approval.

The application is consistent with the Provincial Policy Statement, and complies with the intent of the County of Bruce Official Plan /Municipality of South Bruce Local Official Plan.

**RECOMMENDATION:**

That the ATP Committee recommend to Bruce County Council that proposed Municipality of South Bruce Local Official Plan Amendment SBOPA #4-08.01 **BE APPROVED.**

**I. MATTERS ARISING FROM AGENCY CIRCULATION**

None.

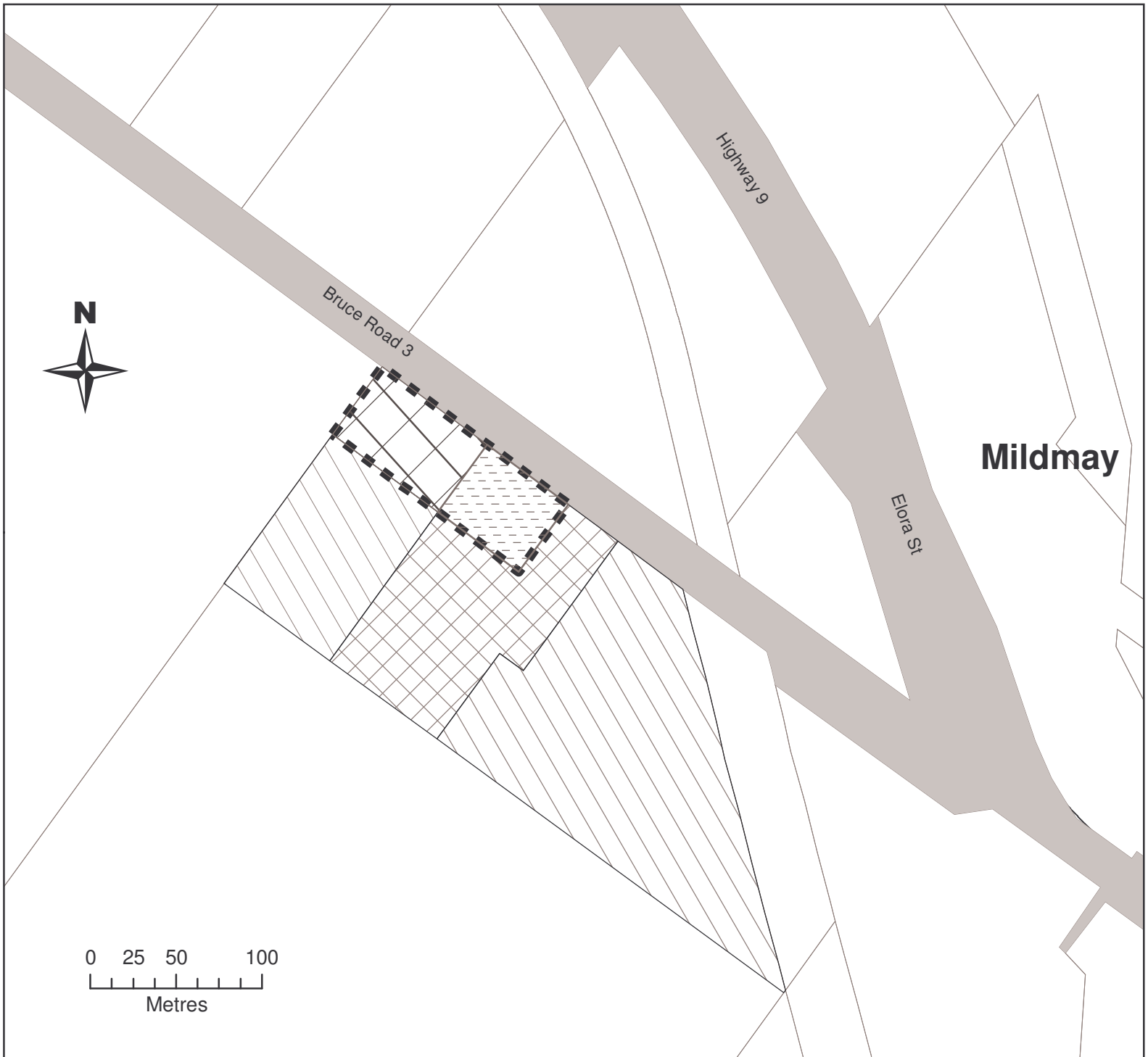
**II. MATTERS ARISING FROM PUBLIC CIRCULATION**

None.

Respectfully submitted,

A handwritten signature in black ink that reads "Heather James".

Heather James, M.E.S (PI)



**SCHEDULE 'A'**  
**to**  
**Amendment NO. 4**  
**SOUTH BRUCE OFFICIAL PLAN**

**PART LOT 24, CONCESSION D, (CARRICK)**  
**29 BRUCE ROAD 3**  
**MUNICIPALITY OF SOUTH BRUCE**  
**COUNTY OF BRUCE**



SUBJECT PROPERTY



LANDS TO BE DESIGNATED INDUSTRIAL



LANDS TO BE DESIGNATED RESIDENTIAL



LANDS DESIGNATED RESIDENTIAL



LANDS DESIGNATED INDUSTRIAL

FILE: SBOPA 4-2008.01

APPLICANT: DON & MARY BETH FISCHER

DATE: SEPT., 2008



**County of Bruce  
Planning & Economic Development Department  
Planning Report**

**Application:** Official Plan Amendment  
**File No.:** HKOPA #16-08.16  
**Date:** October 16, 2008



**SUBJECT:** Approval of Township of Huron-Kinloss Local Official Plan Amendment

**REASONS FOR AND NATURE OF THE APPLICATION:**

The purpose of the Official Plan Amendment is to re-designate a portion of the subject lands from 'Industrial' to 'Residential' with the remaining lands to be designated 'Industrial' to permit medium-density, multiple residential uses.

**SUMMARY:** Bruce County Council has been delegated the authority, from the Minister of Municipal Affairs and Housing, to approve amendments to Local Official Plans. The Council of the Township of Huron-Kinloss adopted Local Official Plan Amendment No. 16 on August 18, 2008. The Amendment has been forwarded to County Council for final approval.

The application is consistent with the Provincial Policy Statement, and complies with the intent of the County of Bruce Official Plan /Municipality of South Bruce Local Official Plan.

**RECOMMENDATION:**

That the ATP Committee recommend to Bruce County Council that proposed Township of Huron-Kinloss Official Plan Amendment HKOPA #16-08.16 **BE APPROVED.**

**I. MATTERS ARISING FROM AGENCY CIRCULATION**

None.

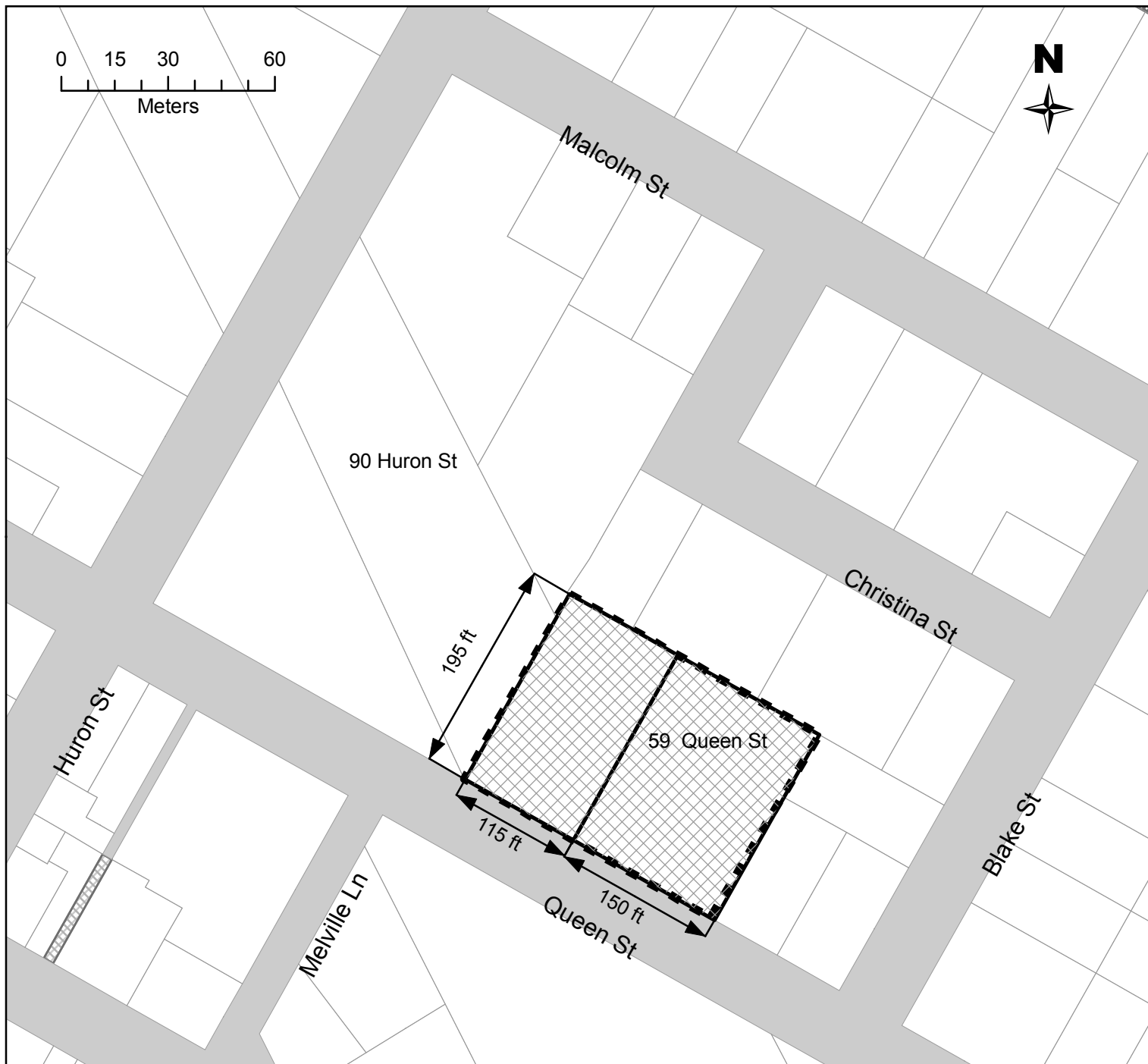
**II. MATTERS ARISING FROM PUBLIC CIRCULATION**

None.

Respectfully submitted,

Heather James, M.E.S (PI)



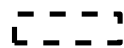


## **SCHEDULE 'A'**

to  
**Amendment NO. 16**

### **HURON-KINLOSS OFFICIAL PLAN**

**Pt Lot 15, Concession 8,  
Queen N/S, (Parts 1 & 3 on RP 3R-4688)  
90 Huron St  
Lot 65, Plan 108, Queen N/S  
59 Queen St  
COUNTY OF BRUCE**



SUBJECT PROPERTY



LANDS TO BE DESIGNATED RESIDENTIAL

FILE: HKOPA 16-2008.16

APPLICANT: THOMPSON FEED & SUPPLY LTD  
& JOHN A BALL

DATE: AUGUST, 2008



**County of Bruce  
Planning and Economic Development  
Department  
Planning Report**

**Date:** October 16, 2008



**SUBJECT:** Boundary modification for the Hamlet of Eden Grove, Municipality of Brockton  
(geographic Township of Brant)

**BACKGROUND:**

The Approval Authority of the County of Bruce Planning and Economic Development Department has received a request from Bill and Sheila Elphick to create two residential lots, which will be outside of the proposed hamlet boundary, as per County of Bruce Official Plan Amendment #99 and #116. Council of the Municipality of Brockton approved a Zoning By-law Amendment on August 18, 2008 to facilitate the severances. The last day to appeal this amendment was September 16, 2008; no appeals were received.

Ministry of Municipal Affairs, upon receipt of the Notice of Passage for the Zoning By-law Amendment indicated that two of the proposed residential lots to be created were not within the proposed boundary for Eden Grove. They have also commented that there is a mapping error in the current County of Bruce Official Plan Amendment – Schedule 'A': Land-Use regarding the location of Eden Grove. (Eden Grove is not located in the appropriate location.) The Ministry has requested that the location of the hamlet be corrected and the boundary be modified to include these two proposed lots. (The urban area for Eden Grove in BCOPA #99 and #116 has been made smaller than what is currently in force and effect in the County of Bruce Official Plan, 1997.)

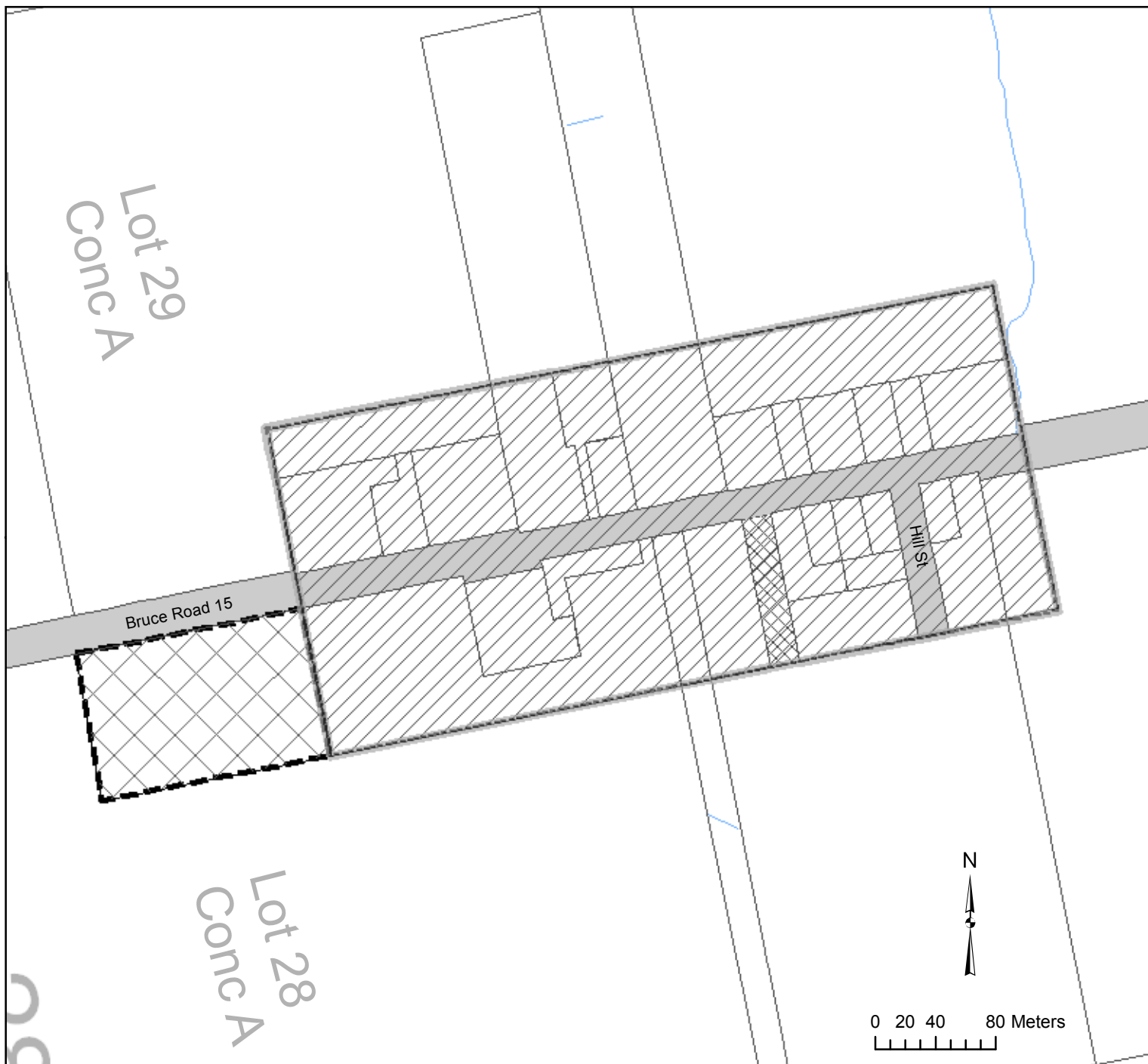
On September 26, 2008, the Ministry of Municipal Affairs and Housing via email indicated it would be in support of this modification as a part of BCOPA #99 and #116.

**RECOMMENDATION:**

That the ATP Committee recommend to Bruce County Council that the Ministry of Municipal Affairs and Housing modify the boundary of the Hamlet of Eden Grove as a part of BCOPA #99, as per attached Schedule 'A'.

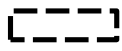

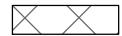
Respectfully submitted,

Heather James, M.E.S (PI)



**SCHEDULE 'A'**  
to  
**Amendment No. \_\_\_\_\_**  
to the  
**Bruce County Official Plan**

Part Lot 28, Concession 'A'  
(119 Bruce Road 15),  
Municipality of Brockton  
(geographic Township of Brant)

-  Subject Property
-  Official Plan Amendment No.99 boundary of Eden Grove
-  Proposed expansion to boundary of Eden Grove

DATE: October 2008

# **Report:**

## **Bruce County Agriculture, Tourism and Planning Committee**

Sept 30, 2008

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### **Re: Visitor Information Services Proposal - Tobermory**

#### **Background:**

Back in April of this year, Kent Wilkens, President of the Tobermory Chamber of Commerce submitted a request to the County of Bruce and the Ministry of Tourism for \$10,000 each to help fund tourism visitor service delivery within Tobermory.

Mr. Wilken's business case is built upon the fact the Tobermory serves as a 'Gateway' to the County and both Southern & Northern Ontario for vacationers. The current Tobermory Information Centre already handles on average 55,000 people per year with some staffing challenges. In Mr. Wilkens proposal he also mentions the significant lack of communication with travelers via the ChiCheeMaun Ferry Terminal due to lack of staffing resources. He estimates another 55,000 people could be assisted if that centre was probably staffed.

Their current budget breakdown is as follows less the proposed contributions from the County and the Province.

Municipal portion	\$63,000
Tobermory Chamber	\$55,000
OSTC	\$10,000
Student grants	\$14,000
 Total	 \$142,000
<i>Proposed Bruce County</i>	<i>\$10,000</i>
<i>Proposed Provincial</i>	<i>\$10,000</i>
<b>Total</b>	<b>\$162,000</b>

The new budget would allow the Terminal Information Centre to be properly staffed to greet visitors and provide travel information for Tobermory, Bruce County, Manitoulin Island and the rest of Ontario.

#### **Staff Analysis & Discussion Points**

Visitor Services is a significant component of the tourism experience chain which is flanked by other pieces such as ensuring:

- A professional online presence (website)
- Informative printed information

- Effective wayfinding and navigational road signage
- Quality accommodation and food and beverage locations
- Quality experiences and attractions (beaches, Bruce Trail)

A ‘weak-link’ in the chain will ultimately result in lost revenue and potentially unhappy customers.

Visitor Information services in the County are primarily functions of the local Municipalities and/or Chambers of Commerce. The County of Bruce operates a ‘virtual’ information centre handling 1-800 calls and processing website requests as well as a mobile centre via the Explore the Bruce Summer Patrol. Major ‘walk-in’ Information Centres reside in the following communities in Grey Bruce:

<b>Town</b>	<b>Structure</b>	<b>Annual #'s</b>
Walkerton	Chamber/Municipal	500
Kincardine/Tiverton	Municipal	6,631
Port Elgin	Chamber/Municipal	26,000
Southampton	Chamber/Municipal	12,000
Sauble Beach	Chamber/Municipal	
Wiarton	Chamber/Municipal	5,865
Ferndale	Chamber/Municipal	
Tobermory X 2	Chamber/Municipal	36,040
Grey Roots	County	54,766
OSTC – Springmount	OSTC	
Owen Sound	Municipal	
Meaford	Chamber/Municipal	
Thornbury	Chamber/Municipal	

#### **The Tobermory Issue:**

As explained above, Visitor Services in Tobermory are quite complex compared to other centres throughout Grey Bruce. These challenges include:

- Limited number of Chamber members to support information services
- Remotely located at ‘the end or the beginning of the road’
- High volume of flow through travelers due to the ChiCheeMaun Ferry
- Concentrated Geogrpahy and seasonality
- Gateway for both the Town, the County, Manitoulin, and Southern Ontario
- Limited access to staff due to competition and accommodation
- Lack resources on Manitoulin to provide reciprocal services

It is viewed by the Chamber and staff that all of these challenges are definitely opportunities that if serviced properly will increase yields, overnight stays and overall tourism experience not only to the immediate area of Tobermory but for the rest of the region.

**Option # 1**

The County and Province Fund the Tobermory Chamber (\$10,000 each) annually to Staff the Ferry Terminal as a Gateway Information Centre.

Due to Tobermory's 'funnel effect' creating an extreme volume of visitors that require tourism services, the County and the Province would assist in the cost sharing to operate the Ferry Terminal as a Gateway Information Centre.

**Cost: \$10,000 per year**

**Option # 2**

Develop a funding formula based on visitation numbers to provide resources to all Information Centres across the County.

The County would provide annual financial resources to all information centres based on a formula of the number of visitors that use the centre. For the investment the County would require such things as an annual report, consistency in staff uniforms and profile of County literature.

**Cost: TBD**

**Option # 3**

Allocate a portion of the funds allotted to the Tourism Associations (Bruce Peninsula Tourism & Lake Huron Shoreline Tourism) and direct those to Information Services.

Currently the County funds these two groups a total of \$20,580

**Cost: TBD**

**Option # 4**

The County take over all Information Services and locate, operate and staff centres in strategic locations throughout the County.

Provide a consistent level of service throughout the entire County.

**Cost: >\$1million per year**

**Option # 5**

Do nothing and allow local municipalities and chambers to continue to manage visitor services as their budgets allow.

**Cost: \$0**

**Option # 6**

Leverage the partnership with Northern Ontario (Manitoulin) to create a joint information services delivery program. Gain access to Fednor funding in combination with Chambers, Municipalities and the County.

**Cost: \$TBD**



# Bruce County Premier-Ranked Tourist Destination Project

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Process  
Findings  
Recommendations

May 2008



## Final Report Project Team

**David I.M. Clark** MA, BES, BA, Mad - tourism INK - Lead Consultant

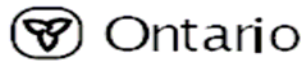
**John A. Harrison** - harrison research design corporation - Associate Consultant

**Stephen L.J. Smith**, Ph.D. - University of Waterloo - Associate Consultant

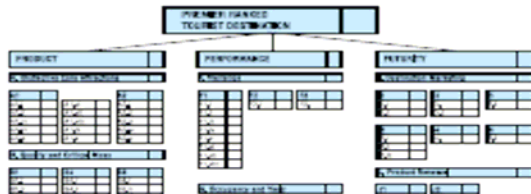
## Why was the Premier-ranked Tourist Destination Framework Project (PRTD) undertaken?

- ▣ Develop an inventory of existing and potential tourism resources
- ▣ Identify Bruce's Core, On-theme, & Supporting attractions
- ▣ Bench-mark existing participation rates
- ▣ Undertake SWOT and Gaps analyses
- ▣ Assess overall competitive advantage
- ▣ Compare Bruce-specific benchmarks with competition
- ▣ Provide an opportunity for tourism industry dialogue & input
- ▣ Identify under-utilized and undeveloped resources potential
- ▣ Develop consensus on future priorities for actions

▣ **Develop a 10-year Strategic Plan**



## Premier-ranked Tourist Destinations: A Self-guided Workbook



### PRTD Framework Project: A two-phase process

**Phase I:** Benchmark the County's Tourism Resource Base  
Inventory - SWOT - Gap analysis - Future Issues

**Phase II:** Develop a 10-year Tourism Strategic Plan  
Focus Groups - Interviews - Research

## Using the PRTD Workbook, Phase I Measured.....

### 3 Product Dimensions

### and 11 Product Elements

Product	Performance	Futurity
Distinctive Core Attractions	Visitation	Destination Marketing
Quality & Critical Mass	Occupancy & Yield	Product Renewal
Satisfaction & Value	Critical Acclaim	Managing Within Carry Capacities
Accessibility		
Accommodations Base		



## **Phase I identified Bruce County's CORE attractions as:**

\* \* Beaches \* \* (Sauble Beach, Port Elgin, Southampton, Kincardine)

\* \* Bruce Peninsula National Park \* \*

\* \* Bruce Trail – Niagara Escarpment \* \*

\* \* Fathom Five National Marine Park \* \*

\* \* Provincial Parks \* \*

## **The following were identified as having strong potential to become CORE attractions:**

\* Bruce County Museum \* \* Wiarton Willie \*

• Touring \* (lighthouses, motorcycle) \* Golf \*

**These were confirmed in Phase II**



Phase II added.....

Heritage and Culture as key drivers  
of future tourism development



# Vision of Success

**Tourism in Bruce County will grow based on building community capacity for sustainable, environmentally responsible and enriched experiences for visitors and residents.**

**These experiences will be available for a wider spectrum of visitors and their interests, over a longer tourism season.**

**Authentic experiences based on Bruce County's wealth of natural and cultural resources will be enhanced by the augmented knowledge and hospitality of all communities.**

# Statement of Values

**The people of Bruce County value its natural and cultural resources, and the unique qualities of its environment.**

**The communities of Bruce County value the contributions all people make to meeting the challenges of providing high quality experiences and opportunities to visitors in an informed and hospitable manner.**

Statement of Values includes “Industry Operating Values” and “Visitor Service Values”. See the Strategic Plan.



# Key Themes and Trends

- 1) BC will continue as strong nature-based destination
- 2) BC to become eco-friendly/green destination of choice
- 3) Expand to include culture + heritage products
- 4) Expand niche markets
- 5) Improve service standards through training + education
- 6) Tourism industry needs to increase its co-operation + collaboration+ improve intra-industry communication
- 7) Product development & marketing need to be grounded in solid research
- 8) Marketing needs to continue to be regionally based
- 5) BC + BCT to take leadership & mentoring role in overseeing annual tourism strategic planning



# **Recommendations**

**A 10-year  
Strategic Plan**



# Recommendation 1

**Bruce County develops as an adaptable and competitive destination in harmony with its natural and cultural resources**

## **Summary of Deliverables:**

- ☐ Develop an inventory of heritage, cultural, and natural resources, identify patterns of use (spatially and seasonally), and identify best practices for sustainability (social, economic, and environmentally)
- ☐ Address issues and impacts of unregulated rock climbing and wind turbines/wind farms on tourism
- ☐ Address need for heritage building preservation
- ☐ Research possible climate changes impacts (e.g., decline of snowmobiling)

# Recommendation 2

**The Bruce County Tourism Community will plan and operate responsibly for environmental, social, and economic sustainability.**

## **Summary of Deliverables:**

- ☐ Address the question: “What needs to be done to stay competitive?”
- ☐ Develop and undertake an annual monitoring, evaluation, and planning cycle based on sound research
- ☐ Go Green
- ☐ Expand membership of the Grey Bruce Regional Tourism Marketing Partnership

# Recommendation 3

**Tourism in Bruce County will grow based on outdoor and indoor attractions and activities, complementing and expanding the numbers of experiences available and the tourism season.**

## **Summary of Deliverables:**

- ☐ Identify, inventory, and evaluate cultural, heritage, and natural resources that will expand the tourism season, especially the shoulder seasons
- ☐ Identify sectoral champions to aid in moving developments forward

# Recommendation 4

**Develop educational programmes in service and regional tourism knowledge, to promote community support of an engagement in the tourism sector as well as to engender enthusiasm for heritage, cultural, and natural, the stories that uniquely identify our communities.**

## **Summary of Deliverables:**

- ❑ Develop formal and informal education, and training, workshops, seminars, to enhance the competencies of tourism operators and front line staff

# Recommendation 5

**Develop and implement a communications strategy based on an annual research, planning, monitoring, measuring, and evaluation cycle, to help professionalize and depoliticize the management and marketing of tourism in Bruce County.**

## **Summary of Deliverables:**

- ☐ Enhance opportunities for tourism operators to exchange, find, share, and use tourism information
- ☐ Support the development of a peer-to-peer, industry owned Website to encourage information sharing

# Recommendation 6

**Develop a regional marketing strategy to increase numbers of visitors seeking niche experiences, which emphasizes diversity, and keeps the brand promise of personal attention. The strategy must also respect and be compatible with the needs of Bruce County residents, businesses, and organizations.**

## **Summary of Deliverables:**

- ☐ Continued expansion of creative marketing strategies
- ☐ Expansion of marketing to the regional level
- ☐ Regionally, tourism has seats at economic development committees and initiatives
- ☐ Use of sound research to identify key market segments for future development



# Recommendation 7

**Bruce County will undertake a review of the brand that is “Bruce County” to ensure that the brand is in harmony or consistent with the expanding product offerings and experiences.**

## **Summary of Deliverables:**

- ☐ Ensure Bruce County branding encompasses all aspects of tourism, including culture, heritage, and nature based initiatives
- ☐ Consider Bruce County branding within the regional context of tourism development initiatives



# Next Steps

## Next Steps

- Accept the report/ Approve the report
- Identify tourism industry leadership & champions, and then network
- Form a Steering Committee to review the report and refine strategies for action
- Invite broad tourism industry participation to undertake specific recommendations and sector-specific implementation
- Adopt Annual Strategic Planning Cycle method and operations
- Move forward -----→





**Thank-you**

**Questions?**

**Comments?**



-----Original Message-----

**From:** Wayne Jamieson

**Sent:** Thursday, September 18, 2008 4:05 PM

**To:** Chris Laforest

**Subject:** FW: Information Provider Workshop for Council

-----Original Message-----

**From:** Lynda Bausinger [mailto:huronperthreep@persona.ca]

**Sent:** August 27, 2008 10:04 AM

**To:** Wayne Jamieson

**Subject:** Information Provider Workshop for Council

Hello Wayne,

I would like to organize an Information Provider Workshop for the Council Member for Bruce County.

This workshop would be 1/2 day (morning or afternoon). The purpose would be to bring in a facilitator, probably Dr. Mary Jane Conboy who would deliver the session. The date of this workshop can be determined based on the availability and schedules of the council members and yourself.

The purpose of the workshop is to ensure that private well owners are provided with accurate, consistent, and mutually reinforcing information from government and non-government sources alike. A professional facilitator, Dr. Mary Jane Conboy, PhD., P.Geo will lead the workshop. This workshop will help participants to get a better understanding of:

- individual and shared responsibility for achieving well stewardship and groundwater protection;
- groundwater basics and source protection including water testing, well construction, upgrading, pollution prevention, and well abandonment;
- *Well Aware* goals, program elements, partnership opportunities;
- Regulation 903 basics;
- each others roles and responsibilities (who's who in well stewardship).

This workshop is part of the Well Aware mandate which Bruce County Council supports.

If I may ask that you make Council aware of my request and then respond as to it's feasibility and their interest, date/time etc. I was thinking perhaps in October?

Thank you\_

---

Lynda Bausinger, Program Manager  
The Elora Centre for Environmental Excellence  
Well Aware  
1-888-380-7337  
519-369-1664  
[wellaware@ecee.on.ca](mailto:wellaware@ecee.on.ca)  
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# COUNTY OF BRUCE

## PLANNING & ECONOMIC DEVELOPMENT DEPARTMENT

☒ Box 848, 30 Park Street, Walkerton, Ontario N0G 2V0 (519) 881-1782 Fax (507-3030)

☐ Box 129, 578 Brown Street, Wiarton, Ontario N0H 2T0 (519) 534-2092 Fax (534-1174)

Chris LaForest, MCIP Director

## M e m o

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**To:** Agriculture, Tourism and Planning Committee  
**From:** David M. Smith  
**Date:** October 16, 2008  
**Subject:** Update - Partnership Proposal for a Regional Economic Development Partnership

### Comments:

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1. At the August 14<sup>th</sup> ATP Committee meeting, the Planning Department presented a proposal for a Formalized Regional Economic Development Partnership with Grey County.

2. ATP resolution directed the Planning Department to forward the Draft to the County of Grey and also to local CFDC's and our lower tier partners for comment.

3. The Department has forwarded the documents to the County of Grey. While we have not received a formal response from Grey County, we have been informed that the Proposal was presented to Chair McKinlay & Members of the Planning and Community Development Committee by CAO Gary Wood and Janice McDonald, Director of Planning & Development on September 11<sup>th</sup>.

4. The Grey County CAO/Planning report recommended:

*THAT the Planning and Community Development Committee receive Report PDR-PCD-16-08 for information;*

*AND THAT the Committee set a sub-committee to review the Grey Bruce Partnership proposal from Bruce County and report back to the Committee.*

5. The Grey Committee accepted the staff recommendations and selected members for a sub-committee for the purpose of going over the proposal in finer detail and then making a further recommendation back to the Planning and Community Development Committee.

6. In regards to our circulation of the Proposal to our other partners we have received responses from three municipalities indicating that the Proposal is a good idea and should be pursued. It has been suggested that 'control' of the Partnership i.e., Executive Committee positions on the Board and possibly the majority number of votes, should be the sole domain of the two Counties. This will be addressed in detail should the Counties move forward with the proposal. We have not received any correspondence from the CFDC's to date.

David Smith  
Senior Planner

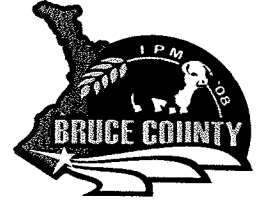


## COUNTY OF BRUCE

### Office of the Warden

P. O. Box 70, 30 Park Street, Walkerton, Ontario N0G 2V0 (519) 881-1291 Fax: (519) 881-1619

cc: J-McDonald  
S. Taylor



August 21, 2008

RECEIVED  
AUG 25 2008

County of Grey Council  
c/o Warden Kevin Eccles  
County Administration Building  
595 9th Avenue East  
Owen Sound, Ontario  
N4K 3E3

**RE: Proposed Formalized Partnership Arrangement for a Regional Economic Development Partnership between the County of Bruce and County of Grey [Grey Bruce Regional Economic Development Partnership]**

Dear Warden Eccles:

Please find attached a Draft Economic Development Partnership Agreement Proposal that the County of Bruce is making to the County of Grey.

#### **Background**

Many of our lower tier partners have been actively involved with the Grey Bruce Regional Economic Development Partnership. This Partnership is currently arranged as an informal group consisting of 'members' from the lower and upper tier governments in Bruce and Grey together with representatives from the City of Owen Sound and the local Community Futures Development Corporations.

The informal Partnership has been meeting for the past few years with the goal of advancing economic development initiatives that could benefit the regional (Grey/Bruce) area through mutual cooperation between all interested parties.

The joint 'Food Sector Study' was the result of work conducted by the Partnership.

The 'partners' have been pleased with this initial success but are of the opinion that the informal structure in which regional economic development is being discussed is not working.

As you may be aware there is no formal commitment from either Bruce or Grey Counties in terms of funding or staff support. Even the concept of regional economic cooperation has not been fully recognized as an area of mutual interest at the joint County level. By comparison however, our lower tier partners have been vocal in their support for a regional entity that could undertake projects or studies at the Grey/Bruce level.



## Proposal

Attached is a Draft Partnership structure that proposes a formal arrangement for advancing economic development initiatives that are of common interest to the County of Bruce and the County of Grey.

In General the Draft Partnership Recommends:

- \* the creation of a non-profit corporation jointly 'owned' by Grey and Bruce Counties;
- \* an entity that can be dissolved easily if other higher priority opportunities come along;
- \* a funding formula based on each County investing \$5,000 per lower tier municipality;
- \* the use of existing staff resources.

What the Draft Partnership Does Not Recommend:

- \* no permanent staff or office;
- \* no long term funding requirements (projects would generally be funded for a fiscal year only).

The Draft Partnership structure outlines in further detail how the Partnership would work on a day to day basis including its relationship between the Counties and our lower tier partners and CFDC's.

We are of the opinion that a formalized partnership is required. The Partnership as it exists today has not been able to do any planning or advance any other projects due to the funding uncertainties associated with the informal nature of the group.

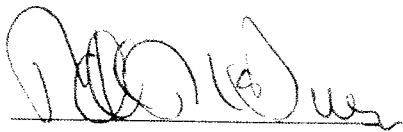
The County of Bruce is sensitive to concerns regarding duplication of efforts and overlap of responsibilities for economic development if such a Partnership should proceed. We believe that these issues can be addressed through the development of a tight Mandate and Operating Guidelines.

Secondly, we also recognize that there are many other economic development initiatives and partnerships currently being discussed throughout the area including SWEA and SCORE. Our proposal would be structured so as to allow either County the opportunity to dissolve the partnership with little to no cost and to be able to redirect dollars to other areas.

The attached Draft Partnership has been endorsed by the County of Bruce as a working document and is being forwarded to yourself and Council for your consideration and response. Staff from the County of Bruce would be pleased to attend Grey County Council or Committee to present this proposal at your convenience.

We look forward to your response to this proposal. If you have any questions or require clarification please contact me at your convenience.

Yours truly,



Milt McIver, Warden  
County of Bruce

c.c. Wayne Jamieson, CAO  
Chris LaForest, Director of Planning and Economic Development

**DRAFT**  
**Grey Bruce Regional Economic Development Partnership (GBREDP)**

**1.0 Mission**

- .1 The Grey Bruce Regional Economic Development Partnership will act as a catalyst for innovative, collaborative, projects that promote economic growth and prosperity in the County of Bruce and the County of Grey.
- .2 The types of projects of particular interest to the Partnership are those that:
  - Involve and benefit more than one rural community or organization.
  - Accomplish long-term economic impact (e.g. increased employment, business retention and expansion, investment attraction).
  - Attract and retain a local labour force.
  - Build the capacity of Grey and Bruce Counties to facilitate economic development.

**2.0 Basic Principles**

- .1 The funding of the Partnership shall come from the County of Bruce and the County of Grey (see Article 5.0 below).
- .2 The Partnership shall not require the hiring of additional staff but will require the investment of existing staff time and resources.
- .3 The Partnership must be flexible enough to deal with other economic initiatives i.e., SWEA, that may take precedence in the future.
- .4 The Partnership shall undertake projects that are of identifiable 'benefit' to both the County of Bruce and the County of Grey.
- .5 Funding from the Partnership shall not be provided for new or current staff, office expenses, etc.
- .6 Multi-year Project funding will be acceptable but must be identified at time of Project selection.
- .7 The Partnership will not establish or track 'economic benchmarks' or other indicators.
- .8 The Partnership shall report to the County of Bruce and the County of Grey at the end of the fiscal/calendar year.

**3.0 Proposed Organizational Structure**

- .1 A Non-Profit Incorporated entity. Share equity in the non-profit corporation held at 2 shares @ \$1.00 per share as purchased by Grey and Bruce only. There would be no share equity from the CFDC's or the rotating Board Members.

- .2 Composed of the following members:

BOARD OF DIRECTORS		
Organization	Board Status	Number of Board Members
County of Grey	Permanent Board Member	1
County of Bruce	Permanent Board Member	1
Saugeen Economic Development Corporation (SEDC) and Bruce Community Futures Development Corporation (BCFDC)	Permanent Board Members	2
Five (5) rotating Board Members drawn from the Advisory Committee (one year term or can be re-elected for subsequent terms. See Article 7.6)	Rotating Board Members	5
TOTAL		9

- .3 Tax filings as per regulatory documents.
- .4 Permanent Board of Directors members would be senior staff, or their assigns for any given fiscal/calendar year.
- .5 Rotating Board of Directors Members would be selected by vote as per Article 7.6.

#### **4.0 Board of Directors**

- .1 Board of Directors Composed of:
- Chair (1)
  - Chair - Elect (1)
  - Secretary (1)
  - Treasurer (1)
  - Members (5)

#### **4.1 Board of Directors - Responsibilities**

The Board of Directors shall be responsible for:

- a) Final Selection of tentative Project(s);
- b) Review and approval of RFP(s) soliciting outside agency/consultant to conduct tentative Project(s);
- c) Review of submitted Proposals and final selection of successful bids;
- c) Securing adequate Project Funding;
- d) Project tracking;
- e) Preparation of Annual Report;
- f) Holding an Annual General Meeting.

#### **4.2 Chairman of Board of Directors - Responsibilities**

- .1 Chair would be selected from the 2 equity shareholders only (Grey, Bruce).

- .2 Chair will rotate between 2 equity shareholders only at the end of the fiscal/calendar year.
- .3 Chair and his/her organization are responsible for:
  - a) Preparation of 'Requests for Proposal' and/or Tendering as per the Purchasing Guidelines of the Chair's organization or this may be assigned to other Board Members;
  - b) Review and analysis of submitted 'Requests for Proposal' and/or Tenders as per the originating documents for final approval by the Board of Directors;
  - c) Regulatory filings required for the fiscal/calendar year;
  - d) Hosting all Board of Directors meetings (including attendant costs);
  - e) Hosting the Advisory Committee meeting (including attendant costs);
  - f) Co-signing authority for invoices and expenses together with Treasurer;
  - g) Signing authority for the Corporation;
  - h) Payment of all invoices.

#### 4.3 Chair Elect of Board of Directors - Responsibilities

- a) Replaces Chair in Chair's absence;
- b) Assumes Chair position in subsequent fiscal/calendar year.
- c) Duties as assigned by the Chair.

#### 4.4 Secretary of Board of Directors - Responsibilities

- a) Shall be a Non-Permanent Board of Directors Member;
- b) Responsible for minutes of all Board of Directors meetings and all Advisory Committee meetings;
- c) Duties as assigned by the Chair.

#### 4.5 Treasurer of Board of Directors - Responsibilities

- a) Review and recommendation for approval of all invoices and expenses to the Board of Directors;
- b) Duties as assigned by the Chair.

#### 4.6 Member of Board of Directors - Responsibilities

- a) May be assigned as Project Manager for a Project;
- b) Duties as assigned by the Chair.

#### 4.7 Project Manager – Responsibilities

If assigned, a Project Manager shall be responsible for:

- a) Tracking progress of Project;
- b) Recommendations for payment of submitted invoices;
- c) First contact for contractors;
- d) Duties as assigned by the Chair.

### 5.0 Funding Formula

.1 Funding is based on the assumption that each lower tier municipality in the two counties would have invested \$5000.00 annually into the partnership. Therefore

Bruce County = 8 lower tier municipalities	= 8 x \$5,000.00	= \$40,000.00
Grey County = 9 lower tier municipalities	= 9 x \$5,000.00	= \$45,000.00

- .2 The two (2) shareholders only would be required to identify funding in their annual budgets funding as per the following Draft allocations or as agreed upon by the shareholders:

County of Bruce	\$40,000.00
County of Grey	<u>\$45,000.00</u>
TOTAL	\$85,000.00

- .3 There is no funding for annual operating expenses. All expenses outside of the Project are to be borne by the shareholders home organization i.e., travel costs, salary, etc.
- .4 Funding would be 'transferred' from shareholder to the Chair's organization on a Project basis only.

#### **6.0 Annual Project Funding**

- .1 Projects would be funded to the maximum budget available in any fiscal year (\$90,000.00).
- .2 Projects with anticipated funding requirements that are above the available funds in a fiscal year (\$90,000) would be dealt with as follows:
- a) Project rejected;
  - b) Project delayed till sufficient funds from the shareholders is reserved;
  - c) Individual shareholders could offer top-ups
  - d) Funding from associate members could be requested i.e., from lower tier municipalities;
  - e) Grant applications could be made;
  - f) Other funding opportunities as identified by the Board of Directors.

#### **7.0 Advisory Committee**

- .1 The Advisory Committee shall consist of one (1) representative from each lower tier municipality (17 members) plus a one (1) representative from each of the County of Bruce, County of Grey, Saugeen Economic Development Corporation (SEDC) and Bruce Community Futures Development Corporation (BCFDC).
- A total of 21 members.
- .2 An Advisory Committee meeting shall be held at the beginning of each fiscal or calendar year (or as determined by the Board of Directors) for the purpose of reviewing and ranking ideas for Potential Projects.
- .3 Potential projects shall be submitted to the Board of Directors for consideration by the Advisory Committee prior to the Advisory Committee Meeting.
- .4 A submitted Potential Project must include as a minimum the following information:
- Project Title
  - Project Description
  - Benefit to the Grey/Bruce regional economy
  - Project Deliverables
  - Anticipated Costs
- .5 The Advisory Committee shall rank the Potential Projects.

- .6 The Board of Directors shall request that the Advisory Committee nominate four (4) individuals to sit on the Board of Directors for a one year term.

#### **8.0 Final Project Selection – Board of Directors**

- .1 Final Project Selection shall only be undertaken by the Board of Directors.
- .2 Strong consideration shall be given to the results of the Advisory Committee rankings.
- .3 Board members may recommend alternative projects to those proposed/ranked by the Advisory Committee.
- .4 Board of Directors shall have the right to alter Project Deliverables.
- .5 During Project Selection Board members shall have the following minimum information available:
- Project Title
  - Project Description
  - Benefit to the Grey/Bruce regional economy
  - Project Deliverables
  - Anticipated Project Costs
- .6 Selection of Final Projects may be undertaken by way of secret ballot or any other means as agreed to by the Board.
- .7 The Chair shall have a 'Request for Proposal' or other suitable instrument prepared based on the results of the Boards selection.
- .8 The Board shall have final approval authority for the granting of any contract.
- .9 Contracts shall be signed between the Corporation and the successful contractor.

#### **9.0 Project Management**

- .1 A shareholder or other may be assigned to prepare a Draft Request for Proposals (Draft RFP) based on the selected Project(s).
- .2 An outside agency may be contracted to prepare a Draft RFP.
- .3 The Board of Directors shall review and approve all RFP's.
- .4 The Chair may appoint a Project Manager.
- .5 A successful agency or consultancy shall sign a contract with the Grey Bruce Regional Economic Development Partnership.
- .5 The shareholders shall transfer funds to the Chair's municipality as required for payment to the successful agency or consultancy.
- .6 The agency/consultant shall report to the Board of Directors and others as outlined in the contract.

#### **10.0 Dissolution of Non-Profit Corporation**

- .1 The Non-Profit Corporation shall be dissolved or reassigned:

- a) At the request of any shareholder of the Corporation. A shareholder shall give 6 months notice of intent to request dissolution; or
  - b) If any shareholder fails to provide funding at the level agreed upon by the shareholders for 2 fiscal years.
- .2 All costs of dissolution or reassignment shall be borne equally by the shareholders.



**CORPORATION OF THE  
COUNTY OF GREY**

Page 1

**COMMITTEE REPORT  
PDR-PCD-16-08**

**TO:** Chair McKinlay & Members of Planning and Community Development Committee

**FROM:** Gary Wood, CAO and  
Janice McDonald, Director of Planning & Development

**MEETING DATE:** September 11, 2008

**PURPOSE:** The County's Role in Economic Development

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**ISSUE**

The CAO prepared a report on the outcome of County Council's Strategic Thinking Session and recommended that all items ranked by Council as a Priority A (Very Important) or Priority B (Important) be assigned to staff for the purpose of preparing information reports and a recommended approach for each of the identified priorities. The topic entitled "Examine County Role in Economic Development" was ranked as a Priority B item.

**HISTORY**

During the mid-1980's, the County of Grey had a short history of having an Economic Development Officer and operation within the Planning Department. Key elements of the operation were promotion, data collection and the preparation of research papers related to the development of an economic development strategy. This was a relatively short lived exercise as no noticeable results were realized and there appeared to be considerable overlap between what was happening within the local municipalities, with the Community Futures Development Corporations, Chambers of Commerce etc.

Since that time economic development has continued to fall under the umbrella of the Planning and Development Department but has not been actively promoted or pursued.

The County has however supported economic development within its boundaries through updating data bases, providing clear direction for growth through the County official plan and the approval of local official plans, provided timely development approvals, provided some financial support to the agricultural sector including funding for the Food Sector Study and established a tourism operation.



Each of these areas could be considered components of 'economic development' where it is defined as efforts that seek to improve the economic well-being and quality of life for a community by creating and/or retaining jobs and supporting or growing incomes and the tax base.

There are initiatives underway that could involve Grey County but there is no clear indication from Grey County Council as to its acceptance for aggressive involvement in any of these initiatives. Although requested, the County has not provided financial support to any of the initiatives to date.

The first is the Southwest Economic Alliance (SWEA) which is an attempt to unite business and community leaders in an effort to promote economic growth and prosperity on a regional basis. SWEA is intended to cover the large land base west of the GTA focusing on the Counties of Essex, Lambton, Middlesex, Elgin, Oxford, Perth, Huron, Bruce, Grey, Wellington, Brant, Haldimand, Norfolk, the Region of Waterloo and Municipality of Chatham-Kent. The County is in receipt of an invoice to join SWEA and to be voting delegates at the upcoming Annual General Meeting and Conference to be held in Sarnia on September 24 and 25, 2008.

The Western Ontario Wardens Caucus has been involved and to date has not endorsed the SWEA concept as it does not provide coverage for all municipalities who participate in the Western Ontario Wardens Caucus and the mandate of SWEA is not yet clear.

The second initiative is the less formal Grey Bruce Regional Economic Development Partnership which is a concept created in 2004 where representatives from Grey and Bruce municipalities, businesses and organizations saw the value of working together to pursue economic development within a team-based environment. In the case of the GBREDP the County has one elected representative on the Committee (currently Kathi Maskell). Staff representation on the Technical Committee is also provided through the County's Planning and Development Department.

A third initiative from the County of Bruce would also see the two counties form a partnership by entering into an agreement which would advance economic initiatives that are of common interest to both counties. This appears to build upon and expand on the earlier model but would clearly have Grey and Bruce Counties more actively involved with staff support and funding. The partnership agreement has been provided in draft and will be the focus of future discussions with Bruce County, if that is the direction Grey County wishes to go. A copy of the correspondence from Bruce County Warden Milt McIver is attached for information.

As a result of the Warden's Forum held on September 4, 2008, the local municipalities appear to support a greater involvement by the County in economic development.

What that involvement entails remains to be seen however there did appear to be support for a Grey Bruce initiative.

The seven Community Futures Development Corporations of South Central region have recently embarked on an Economic Competitive Analysis Project whereby businesses and the economic development community will analyze the present economic environment and identify regional opportunities and barriers for the region.

The South Central Community Development Corporation is a partnership between the following:

- Bruce Community Futures Development Corporation
- Saugeen Economic Development Corporation
- Centre for Business and Economic Development
- North Simcoe Community Futures Development Corporation
- Orillia Area Community Development Corporation
- Nottawasaga Futures, and
- Wellington-Waterloo Community Futures Development Corporation.

The CFDCs have partnered with the Ministries of Economic Development and Trade and Agriculture, Food and Rural Affairs on this initiative.

Local input will be solicited with a study completion date of February 2009. A copy of the News Release is attached to this report.

There appear to be a number of organizations and groups wishing to pursue activities under the umbrella of 'economic development' each of which may provide valuable information and direction for the future. Similarly, our local municipalities have been involved in various ways with economic development, some more structured than others.

The County must be cautious to focus its attention and financial support in a way that it provides value added results rather than duplicating or repeating past exercises. In order to avoid duplication between any upper tier initiative and the on-going lower tier initiatives, strict guidelines and mandate will be imperative.

## **APPROACH**

Out of the previously noted initiatives, the Bruce County proposal warrants further study and dialogue and as such a small working group consisting of the Warden and a couple of members of the Planning and Community Development Committee should critique the proposal in detail with the assistance of staff.

The Committee must also determine what the role of the County would look like. There are examples available of other upper tier municipalities who have undertaken Economic Development Plans or Strategies which we can draw from. The Strategy done for the County of Elgin has clearly defined the role of the County and the role of its lower-tier municipalities to focus activities and avoid duplication. For example a couple of Primary County Roles are listed as; providing a county-wide data base and community profile, and assuming an advocacy role to federal and provincial governments. Examples of Lower-tier Roles are; business retention and expansion programs, and planning for and the supply of industrial lands and buildings.

CAO Gary Wood is attending the SWEA conference later this month and will be reporting back on his findings and will be able to provide greater clarity on the formalization of that organization and its mandates.

### **REQUIRED RESOURCES**

Financial – sufficient funding to support our membership(s) in the County supported organizations. There will need to be a long term commitment for funding

Human resources – at minimum ½ FTE of County staff time

### **ANTICIPATED START AND COMPLETION**

2009 and beyond

### **FINANCIAL**

The Grey Bruce Partnership fee would be calculated as \$40,000 Bruce County/\$45,000 Grey County based on the respective number of lower tier municipalities within each County.

Involvement in SWEA initially would involve an annual Membership Fee (current invoice is \$5,000 for 2008) however the amount for future years is unknown at this time.

**RECOMMENDATION**

**THAT the Planning and Community Development Committee receive Report PDR-PCD-16-08 for information;**

**AND THAT the Committee set a sub-committee to review the Grey Bruce Partnership proposal from Bruce County and report back to the Committee.**

Attachments: Letter from Rose Austin, Business Manager, Saugeen Economic Development Corporation;  
Letter from County of Bruce and the proposed formalized Partnership Arrangement for a  
Regional Economic Development Partnership